A3385-1 ERRATA

1987 ABC Conference, November 11 - 13, San Francisco

Audit Bureau of Circulations

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CORRECTION NOTICE

MAGAZINE TREND REPORT 1987 EDITION

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The 1986 figures for Business Week should be amended to read:

Year End. 12-31	Ave. Paid Circ.	% Circ. in 48 States	% Sub.	Total Subs. Sold	% @ Basic Rates	% With Prem.	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Post Exp. Copies	Rate Base/ Circ. Guar.	# Iss. Below Rate Base	Adv. Rate B & W	Cost Per M	Adv. Rate 4-C	Cost Per M
1986	877.3	99.1	95.2	820.5	55.4	24.1	2.00	39.95	60.8	51	43.1	860.0	10	32142	36.64	48854	55.69

When compiling the information for the 1987 Edition of the Magazine Trend Report, the **BUSINESS WEEK (North America)** figures were inadvertently used in place of the **BUSINESS WEEK (World Wide)** figures. The corrected figures are noted above. The 4-C Advertising Rate for 1984 should also be amended to read 42,000.

It should also be noted that the **% Subscription** for 1986 for (Page 30) **50 Plus** should be 100.0%.